



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of June 22, 2022

File # 022-LTAB-018

APPLICANT: Rockford Park District dba UW Health Sports Factory/Courtside Grill

LOCATION: 305 South Madison Street

REQUESTED ACTIONS: The sale of liquor by the drink in conjunction with a sports complex in a C-4, Urban Mixed-Use Zoning District and an I-1, Light Industrial Zoning District.

EXISTING USE: UW Sports Factory

PROPOSED USE: UW Sports Factory

DIMENSIONS: Irregular shape

SQUARE FOOTAGE: 3.69 acres

ADJACENT ZONING AND LAND USES:

NORTH:	C-4	Urban Mixed-use Zoning District
EAST:	I-1	Light Industrial Zoning District
SOUTH:	I-1	Light Industrial Zoning District
WEST:	C-4	Urban Mixed-use Zoning District

YEAR 2020 PLAN: CD Mixed-use

HISTORY: **File #016-LTAB-012:** The sale of liquor by the drink in conjunction with a restaurant, the sale of liquor by the drink in conjunction with a restaurant and outdoor seating area/beer garden and the sale of package liquor in conjunction with restaurant in the C-4, Urban Mixed Use Zoning District was approved on July 20, 2016 for the property located at 305 South Madison Street and 301 South Water Street. This is the subject property.

File #013-LTAB-041: The sale of liquor by the drink in conjunction with a sports arena in a C-4, Urban Mixed-Use Zoning District was approved on October 2, 2013 for the property located at 300 Elm Street. This is three (3) blocks west of the Rock River. BMO Harris

File #011-LAB-003: The sale of liquor by the drink in conjunction with a sit-down restaurant and outdoor patio, sale of liquor by the package in conjunction with the marina and gas sales in a C-4, Urban Mixed Use Zoning District was approved on April 4, 2011 for the property located at 200 Prairie Street. This is six (6) blocks north of subject property.

REVIEW COMMENTS: The Applicant is requesting sale of liquor by the drink in conjunction with a sports complex in a C-4, Urban Mixed-Use Zoning District and an I-1, Light Industrial Zoning District. Exhibit A shows the subject property is located on

the southwest corner of South Water Street and Walnut Street. The parcel is mostly surrounded by commercial uses (Exhibits B and C).

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is the site plan submitted by the Applicant that shows the existing building layout and parking lot on the subject property. Additionally, Exhibit E shows the adjacent parking lot east of the building that incorporates lots along Walnut and Madison Street.

Exhibit F is the overall landscape plan for the subject property that was submitted by the Applicant.

Exhibit G is the interior floor plan submitted by the Applicant that shows the main level, which consists of the championship court, south courts, court seating area, concessions, north courts, locker rooms, bathrooms, and the mezzanine level of the sports complex. Additionally, Exhibit G shows the Central Core (main level) and Central Core (mezzanine) in detail.

Exhibit H shows that the alcohol will be served in the lower level concessions on the first floor and the upper level restaurant and bar on the mezzanine.

Exhibit I is the business plan submitted by the Applicant for UW Health Sports Factory D/b/a Courtside Grill. The Applicant explains, "there is no proposed entertainment and at this time it is concessions based and would like to cater to the adults over 21 by getting this liquor license" (Exhibit I). Within Exhibit I, the hours and days of operation are proposed as Monday through Friday from 10:00 A.M. to 6:00 P.M. and Friday through Sunday 8:00 A.M. to 8:00 P.M. Additionally, the Applicant indicates within Exhibit I and on the Liquor Application that the sales will be 75% food/non-alcoholic beverage sales and 25% alcohol sales. Furthermore, the Applicant indicates on the Liquor Application that an Illinois Gaming License will not be applied for.

Additionally, Exhibit I is the security plan. The Applicant explains, "The Rockford Park District has the Rockford Park District Police Department, which currently act as security at this facility and they are responsible for providing routine patrol for District property and provide support for events and responding to emergencies" (Exhibit I). The Applicant states, "we have 10 officers on staff and shifts run from 6am-1:30pm daily" (Exhibit I). Finally, the Applicant states, "this facility has an alarm system (both fire and burglary)" (Exhibit I).

Exhibit J shows that there have been 12 Calls of Service for the Police Department in the past 24 months for 305 South Madison Street.

Staff feels that the Applicants' request is reasonable for the use of the subject property. Staff recommends approval of the Applicants' request subject to conditions.

RECOMMENDATION: Staff recommends **APPROVAL** of the sale of liquor by the drink in conjunction with a sports complex in a C-4, Urban Mixed-Use Zoning District and an I-1, Light Industrial Zoning District, based on the following conditions:

1. Meet all Applicable Building and Fire Codes
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes
3. The sale of liquor by the drink in conjunction with a sports complex shall be limited to the submitted plans, Exhibits G and H.
4. The hours of operation are limited to 10:00 A.M. to 6:00 P.M., Monday through Friday.
5. The hours of operation are limited to 8:00 A.M. to 8:00 P.M., Saturday through Sunday.
6. Window display signage is limited to 20% of window area.
7. The proposed use and facility is prohibited from having any video gaming machines.
8. The proposed use shall not have a cover charge other than for sporting events.
9. The proposed use shall not have a dance floor, DJs or any live entertainment.
10. The proposed use shall not operate as a nightclub.
11. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
12. All outstanding general ordinance fines must be paid prior to the issuance of the license.
13. All conditions must be met prior to establishment of use.

SC:DM 06/14/2022

Exhibit A
305 South Madison Street
#022-LTAB-018

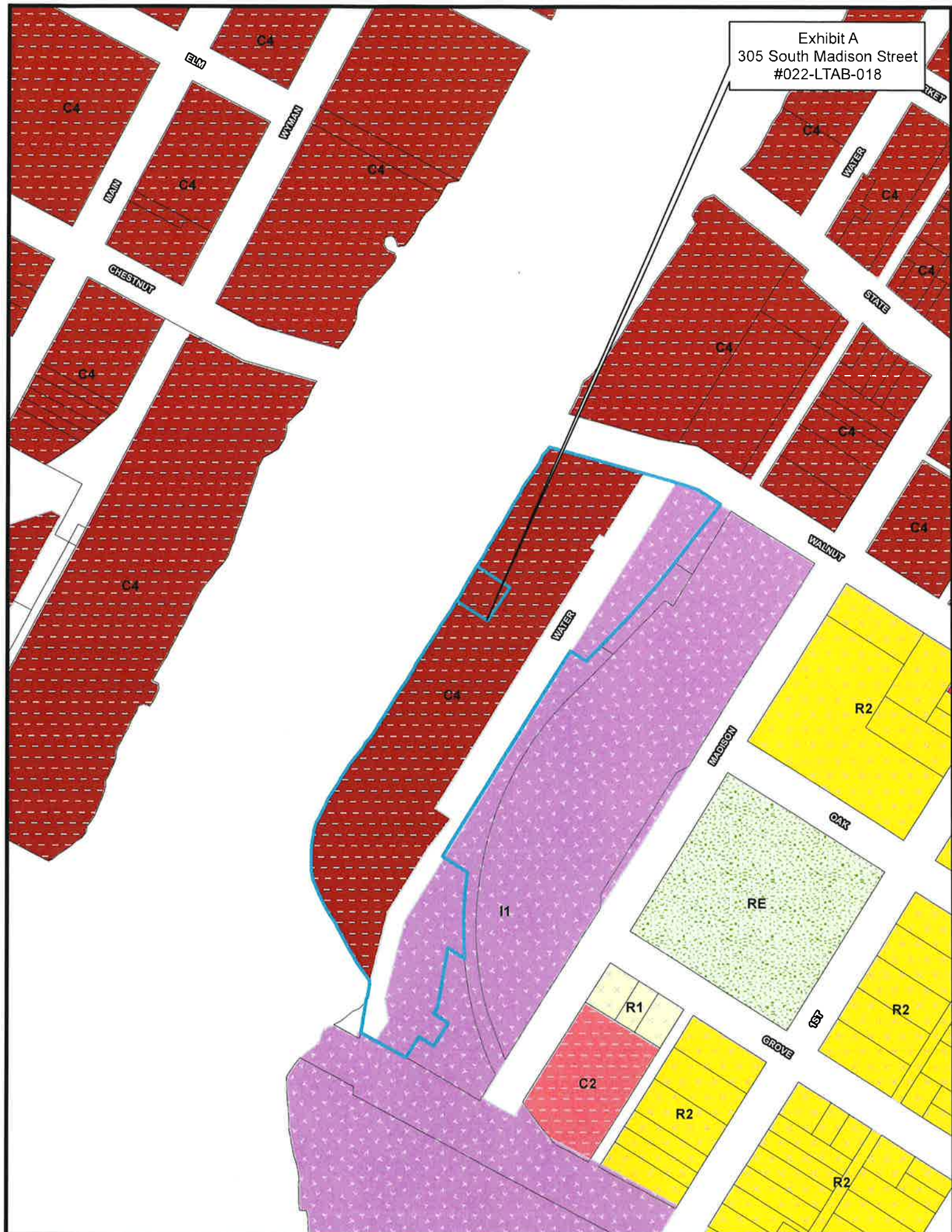
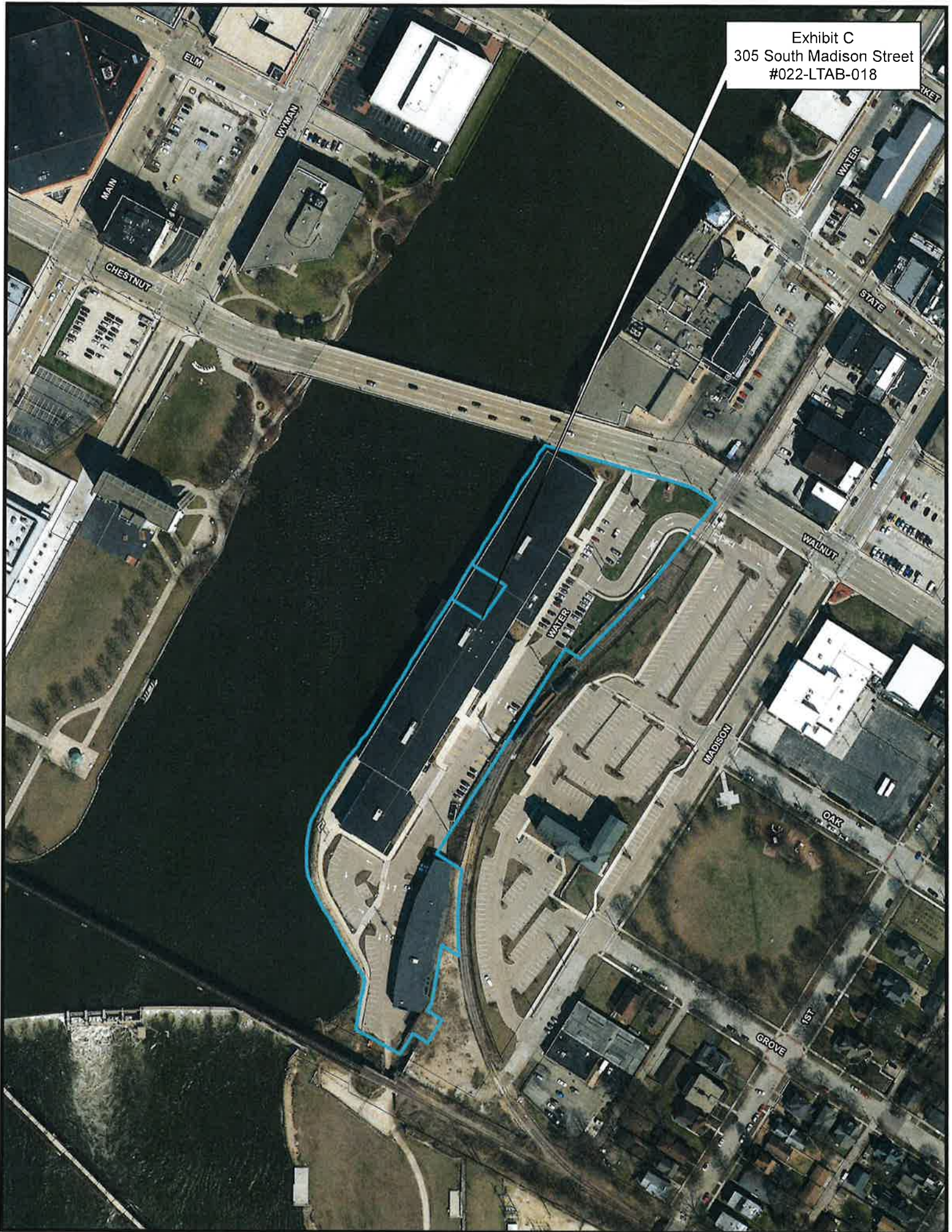
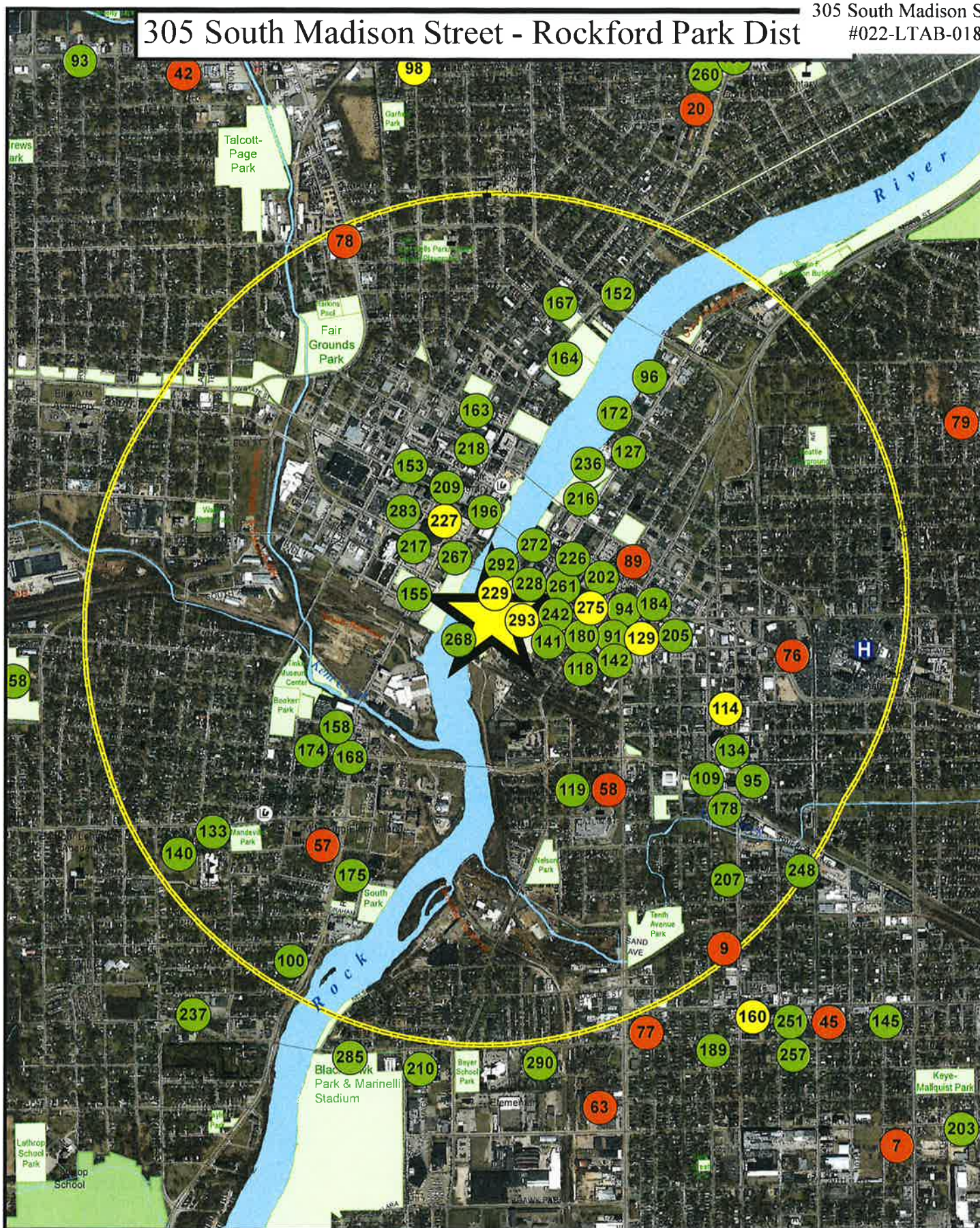


Exhibit B
305 South Madison Street
#022-LTAB-018

Exhibit C
305 South Madison Street
#022-LTAB-018



305 South Madison Street - Rockford Park Dist



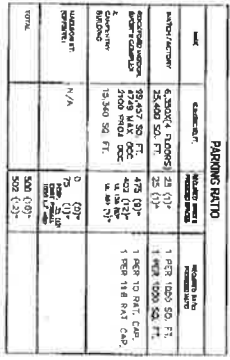
- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS-3/1/2022

2022





SITE - LOWER OVERALL

30% ACCEDE IN 10% CS

000020 N

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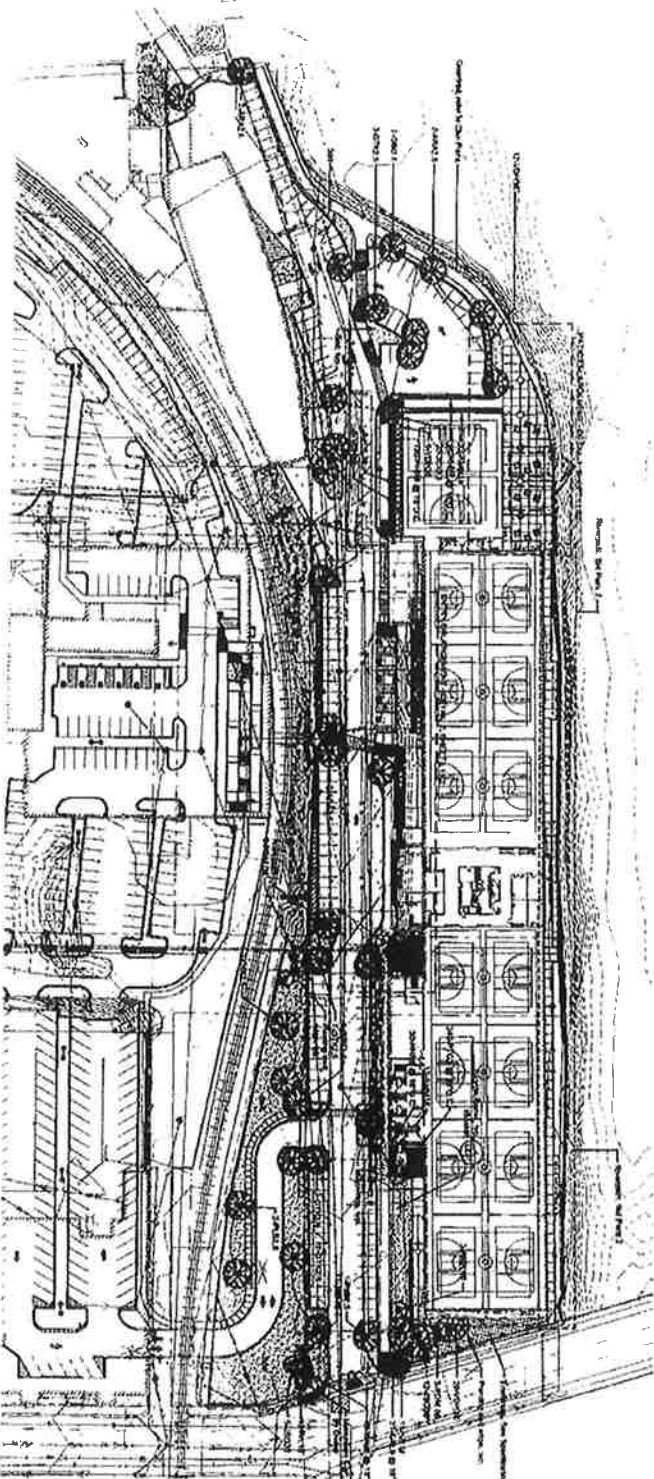
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Plant List

Plant	Quantity	Notes	Plant	Quantity	Notes
1. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	11. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
2. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	12. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
3. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	13. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
4. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	14. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
5. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	15. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
6. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	16. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
7. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	17. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
8. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	18. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
9. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	19. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'
10. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'	20. <i>Quercus macrocarpa</i>	10	10' x 12' x 12'

General Planting Notes

1. All plants shall be installed in accordance with the following specifications:
2. All plants shall be installed in accordance with the following specifications:
3. All plants shall be installed in accordance with the following specifications:
4. All plants shall be installed in accordance with the following specifications:
5. All plants shall be installed in accordance with the following specifications:
6. All plants shall be installed in accordance with the following specifications:
7. All plants shall be installed in accordance with the following specifications:
8. All plants shall be installed in accordance with the following specifications:
9. All plants shall be installed in accordance with the following specifications:
10. All plants shall be installed in accordance with the following specifications:



SCALE IN FEET
1" = 20'

OVERALL
LANDSCAPE PLAN

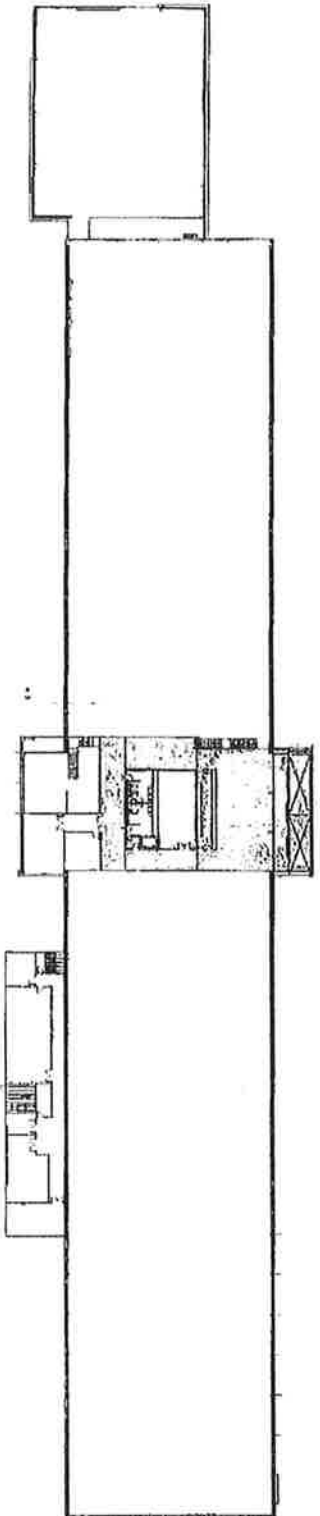
L1.01



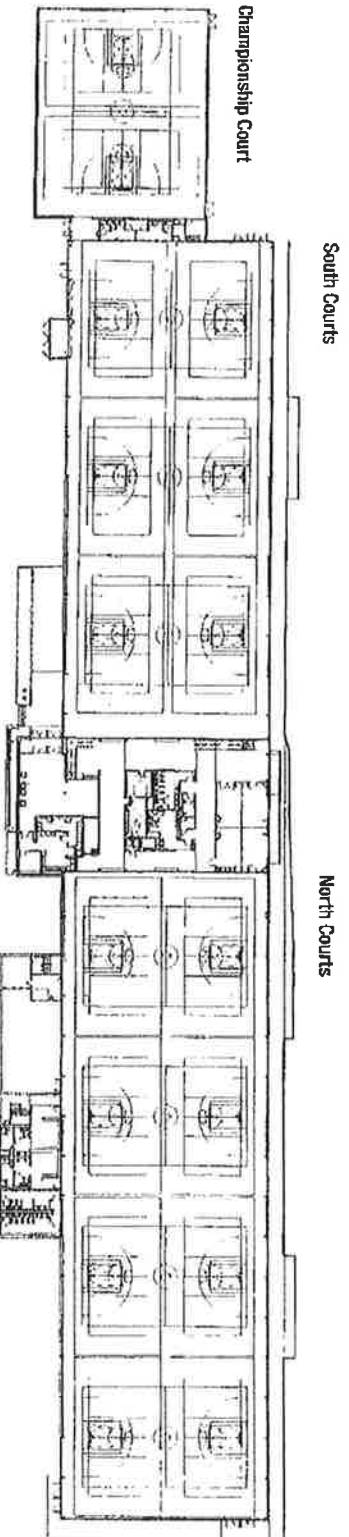
ROCKFORD INDOOR
SPORTS COMPLEX
LANDSCAPE PLAN
L1.01



Interior Floor Plans

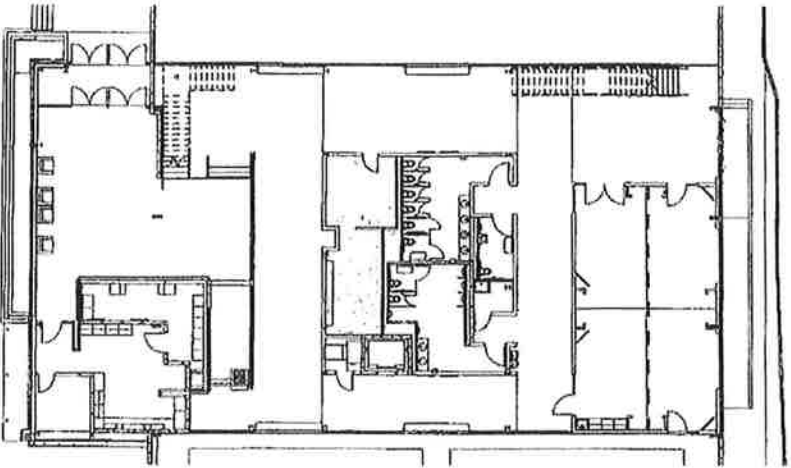


Mezzanine

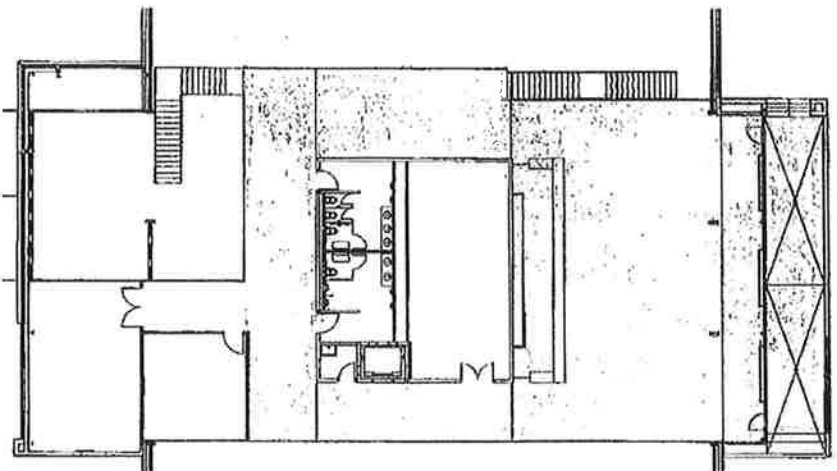


Main Level

Interior Floor Plans



Central Core (main level) -- Detail



Central Core (mezzanine) -- Detail

Interior Floor Plans

OVERHEAD
SPORTS
FACTORY

upper level
restaurant/
bar

Mezzanine

lower level
concessions

South Courts

North Courts

Championship Court

Main Level

alcohol served

U W Health Sports Factory d/b/a Courtside Grill

1. Onetime non-refundable check for the amount of \$ 1826.00

2. Detailed business plan:

Days of operation are: Monday - Friday from 10am - 6pm, and Weekends 8am - 8pm.

Food service hours are: Monday - Friday from 10am- 6pm, and Weekends 8am - 8pm.

There is no proposed entertainment.

At this time it's concessions based and would like to cater to the adults over 21 by getting this liquor license.

An anticipated ratio of food vs. alcohol sales (best guess would be) 75% food and 25% alcohol sales. To be determined.

3. N/A

4. Detailed area interior layout.

Blue prints provided.

5. Detailed area exterior layout.

Blue prints provided.

6. Detailed security plan:

The Rockford Park District has the Rockford Park District Police Department which currently act as security at this facility. We have 10 officers on staff. The shifts run from 6am-1:30pm daily. They are responsible for providing routine patrol for District property, also providing support for events and responding to emergencies.

This facility has an alarm system (both fire and burglary).

7. See the list of Rockford Park District Officers.

Please note that calls are subject to change as Calls for Service are submitted. Offenses represent the initial call: not the verified offense.

City of Rockford Police Department
Calls for Service For
5/25/2020 to 8/31/2020



CFS Number	CFSDate	Time	Reported Offense (Non-Verified)
20-060175	06/08/2020	13:55	7871 Investigation (Non-Specific)
20-081373	07/25/2020	12:19	7160 Service to other agency- Other agency

Location
305 S MADISON ST
305 S MADISON ST

Data obtained from NetRMS.
Produced: 5/27/2022 9:12:04AM

Please note that the Call for Service is specified for a property. Location is not specific to any person, place, or event. Call for service location is tied to the location to where the call was received.

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-060182	2022-03-26T09:56:11	305 S Madison St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT /	Rockford Police Department
22-060179	2022-03-26T09:54:39	305 S Madison St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
22-009600	2022-01-15T04:37:14	305 S Madison St	BUILDING CHECK	NRPT - NO REPORT	Rockford Police Department
21-268278	2021-12-14T12:42:25	305 S Madison St	JUVENILE PROBLEM	RE-ASSIGN/CHANGE OF CALL(UNIT) / NRPT - NO REPORT / NRPT - NO REPORT UU03 - FALSE ALARM - WEATHER / UU03 - FALSE ALARM - WEATHER / 0003 - FALSE ALARM - WEATHER / 0003 - FALSE ALARM - WEATHER / 0003 - FALSE ALARM - WEATHER	Rockford Police Department
21-266013	2021-12-11T03:31:03	305 S Madison St	ALARM - BURGLAR	ALARM - WEATHER	Rockford Police Department
21-215143	2021-10-03T15:27:11	305 S Madison St	ALARM - BURGLAR	NRPT - NO REPORT	Rockford Police Department
21-149944	2021-07-16T08:09:46	305 S Madison St	SUSPICIOUS PERSON	RPT - REPORT	Rockford Police Department
21-056231	2021-03-22T02:04:42	305 S Madison St	ACCIDENT PROPERTY DAMAGE	RPT - REPORT	Rockford Police Department
20-046549	2020-10-09T21:56:28	305 S Madison St	BACKUP OTHER PD AGENCY - EMER	NRPT - NO REPORT	Rockford Police Department
20-038275	2020-09-29T03:17:24	305 S Madison St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department